

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (original) An method for merchandising beverages comprising:

- (a) providing a beverage decanter having a neck;
- (b) providing an collar forming at least a portion of an annulus and having an information display surface;
- (c) providing a graphic insert;
- (d) mounting the collar on the neck of the beverage decanter; and
- (e) positioning the graphic insert on the information display surface.

2. (original) The method of Claim 1 wherein the graphic insert bears information about a beverage.

3. (original) The method of Claim 2 wherein the beverage has a flavor name, and the information borne by the graphic insert includes the flavor name of the beverage.

4. (original) An apparatus for merchandising beverages comprising a collar forming at least a portion of an annulus, having an information display surface with an upper end and a lower end, a lower lip connected to the lower end of the information display surface, an upper lip connected to the upper end of the information display surface, with a slot formed between at least a portion of the information display surface, at least a portion of the lower lip, and at least a portion of the upper lip.

5. (original) The apparatus of Claim 4 further comprising a graphic insert positioned within at least a portion of the slot.

6. (new) The apparatus of Claim 4 wherein the collar includes at least one piece formed of thermoplastic using an injection molding process.

7. (new) The apparatus of Claim 4 wherein the collar comprises an annular upper piece fastened to an annular lower piece; wherein the upper piece includes the upper lip; and wherein the lower piece includes the lower lip.

8. (new) The apparatus of Claim 7 wherein the annular upper piece and the annular lower piece are each formed of thermoplastic using an injection molding process.

9. (new) The apparatus of Claim 7 wherein the annular upper piece is fastened to the annular lower piece using at least one heat stake.

10. (new) The apparatus of Claim 7 wherein the annular lower piece includes at least half of the information display surface.

11. (new) The apparatus of Claim 4 wherein the collar has an upper surface that includes at least one recessed area, whereby the collar is adapted to closely fit a tapered neck of a beverage decanter.

12. (new) The apparatus of Claim 4 wherein the collar includes at least one spacer, whereby the collar may be adapted to fit necks of beverage decanters having differing diameters by trimming the at least one spacer.

13. (new) An apparatus for merchandising beverages comprising a collar forming at least a portion of an annulus and including at least one information display surface bearing information, whereby the collar may be fitted around the neck of a beverage decanter and the information may be provided to persons in the vicinity of the beverage decanter.

14. (new) The apparatus of Claim 13 wherein the collar includes a gap, whereby the collar may be fitted around the neck of a beverage decanter having a handle with the handle of the beverage decanter extending through the gap of the collar.

15. (new) The apparatus of Claim 13 further comprising a graphic insert bearing the information and mounted to the information display surface, whereby the information display surface bears the information by bearing the graphic insert.

16. (new) The apparatus of Claim 13 wherein the collar includes at least one piece formed of thermoplastic using an injection molding process.

17. (new) The apparatus of Claim 13 wherein the collar has an upper surface that includes at least one recessed area, whereby the collar is adapted to closely fit a tapered neck of a beverage decanter.

18. (new) The apparatus of Claim 13 wherein the collar includes at least one spacer, whereby the collar may be adapted to fit necks of beverage decanters having differing diameters by trimming the at least one spacer.

19. (new) The apparatus of Claim 13 further comprising at least one alphanumeric display mounted to the collar, whereby information that changes with time may be displayed on the alphanumeric display.

20. (new) The apparatus of Claim 19 further comprising at least one clock circuitry mounted to the collar and operatively connected to the alphanumeric display, whereby time information may be displayed on the alphanumeric display.